

[Claims]

What is claimed is:

1. An apparatus for manipulating a customer image corresponding to a customer,  
5 comprising:

a controller;

an image capture system, coupled to the controller, that captures the customer image of  
the customer and provides the customer image to the controller;

10 a database, coupled to the controller, for storing the customer image and at least one  
apparel style image corresponding to a potential purchase item; and

an image display system, coupled to the controller, for displaying a composite image  
comprising the customer image and any one of the at least one apparel style image thereby  
allowing the customer to assess the potential purchase item without having to try it on.

15 2. The apparatus of claim 1, wherein the image capture system comprises a controlled  
environment substantially similar to another controlled environment used to capture the at least  
one apparel style image.

20 3. The apparatus of claim 1, wherein the image capture system comprises a digital camera,  
and wherein the at least one apparel style image and the customer image comprise full motion  
video.

4. The apparatus of claim 1, wherein the controller generates the composite image and  
provides the composite image to the image display system.

25 5. The apparatus of claim 1, wherein the controller provides the customer image and one of  
the at least one apparel style image to the image display system, and wherein the image display  
system generates the composite image from the customer image and the one of the at least one  
apparel style image.

6. The apparatus of claim 1, further comprising:

a trigger device, coupled to the controller, that detects the presence of the customer and, in response, causes the composite image to be displayed by the image display system.

7. The apparatus of claim 6, wherein the trigger device comprises a data input device that provides customer identification information, input by the customer, to the controller, and wherein correspondence of the customer identification information to the customer image causes the composite image to be displayed.

8. The apparatus of claim 6, wherein the trigger device comprises a camera, coupled to the controller, that captures an authentication image of the customer when the customer is in proximity to the camera, and wherein correspondence of the authentication image to the customer image causes the composite image to be displayed.

9. The apparatus of claim 6, wherein the trigger device is associated with the potential purchase item, and wherein the one of the at least one apparel style image used to generate the composite image corresponds to the potential purchase item.

10. A commercial system comprising the apparatus of claim 6, wherein the image capture system is deployed in a jetway, and the trigger device and image display system are deployed within a seatback on an airplane.

11. A commercial system comprising the apparatus of claim 6, wherein the image display system is deployed within a hotel room.

12. A commercial system comprising the apparatus of claim 6, wherein the image display system is deployed within a publicly available kiosk.

13. A commercial system comprising the apparatus of claim 6, wherein the image capture system is deployed within a common area of a shopping mall, and the image display system is deployed within at least one retailer residing in the shopping mall.

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14. A method for manipulating a customer image corresponding to a customer, the method comprising:

capturing the customer image;

generating a composite image comprising the customer image and one of at least one apparel style image corresponding to a potential purchase item; and

10 displaying the composite image thereby allowing the customer to assess the potential purchase item without having to try it on..

15. The method of claim 14, further comprising:

storing the customer image,

15 wherein the step of generating the composite image further comprises retrieving the customer image in response to a request for the composite image.

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16. The method of claim 14, wherein the at least one apparel style image and the customer image comprise full motion video.

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17. The method of claim 14, wherein the step of generating the composite image further comprises:

analyzing the customer image to select a body type corresponding to the customer image;

and

25 selecting the one of the at least one apparel style image based on the body type.

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18. The method of claim 14, wherein the step of displaying further comprises:

detecting presence of a person near a display;

determining that the person corresponds to the customer image; and



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